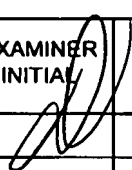
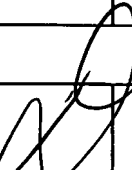
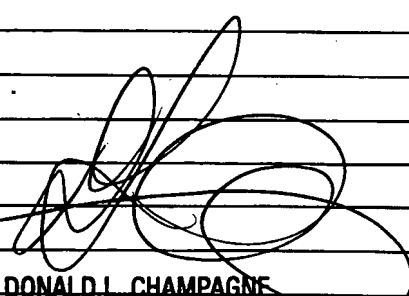


Form PTO-1449 (MODIFIED)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. 084561-0107		SERIAL NO. 09/862,420	
INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>				APPLICANT Mark Landesmann			
				FILING DATE 05/23/2001		GROUP ART UNIT 2161	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
	A1	5,227,874	07/13/1993	Von Kohorn	358	PA	RECEIVED FEB 05 2002 Technology Center 2100
FOREIGN PATENT DOCUMENTS							
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION YES NO
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
	A2	BRIGGS et al., "Advertising on the Web: Is there Response before Click-Through?", Journal of Advertising Research, 1997, vol. 37, no. 2, pp. 33-45.					
 DONALD L. CHAMPAGNE PRIMARY EXAMINER		DATE CONSIDERED <i>19 May 2007</i>					
<p>* EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include any copy of this form with next communication to applicant.</p>							

